

ABSTRACT OF THE DISCLOSURE

There is provided a point service system that performs customer information analysis and point management in real time at a low cost, using a cellular phone terminal of a customer. Point management and calculation for the customer information analysis are performed inside the cellular phone terminal of the customer. At a time of purchase, purchase data including at least a customer ID is encrypted and input into the cellular phone terminal, and data updating is performed inside the cellular phone terminal. With this arrangement, a shop does not need to bear a communication cost and the system can be introduced at the low cost. The customer does not need to bear the communication cost, either. Since data management by a server is not always necessary, there is no need to disclose privacy data of the customer. The customer thus can readily take part in the system.